

## ORDER

Orders	Order / Rev:	107430	Primary AE:	Amy McCreary
	Alt Order #:	06860849	Sales Office:	BLPHI
	Product Desc:	PAT MAJORITY USA	Sales Region:	National
	Estimate:	1966		
	Flight Dates:	10/04/12 - 10/12/12		
	Original Date / Rev:	10/03/12 / 10/03/12		
	Order Type:	GENERAL		



KSNV

Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave. NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Patriot Majority	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLI1	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals
10/01/12	10/12/12	57	\$85,700.00	\$72,845.00	Month
					October 2012
					57
					\$85,700.00
					\$72,845.00
					0.00
					Totals
					57
					\$85,700.00
					\$72,845.00
					0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$85,700.00
Market	100%	\$317,407.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$95,222.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$69,829.63
KTUD	1%	\$3,174.07
KVVU	15%	\$47,611.11
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,870.37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1		NM	1	\$900.00
SATURDAY TODAY															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
		Week: 10/01/12	10/07/12	-----S-		1	\$900.00		0.00						

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Advertiser: Patriot Majority  
 Product Desc: PAT MAJORITY USA  
 Estimate: 1966

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.001	0.00	NM		1	\$900.00
<b>SATURDAY TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 1 \$900.00 0.00															
E 2	KSNV	10/04/12	10/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	8	\$1,900.001	0.00	NM		8	\$15,200.00
<b>TODAY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 8 \$1,900.00 0.00															
E 3	KSNV	10/04/12	10/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$500.001	0.00	NM		2	\$1,000.00
<b>NEWS 3 AT NOON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 2 \$500.00 0.00															
E 4	KSNV	10/04/12	10/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
<b>NEWS 4: THE AGENDA</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$325.00 0.00															
E 5	KSNV	10/06/12	10/07/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----SS	:30	1	\$750.001	0.00	NM		1	\$750.00
<b>NEWS 3 TODAY/WKEND</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----SS 1 \$750.00 0.00															
E 6	KSNV	10/04/12	10/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$500.001	0.00	NM		3	\$1,500.00
<b>RACHEL RAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$500.00 0.00															
E 7	KSNV	10/04/12	10/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
<b>THE DOCTORS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$325.00 0.00															
E 8	KSNV	10/04/12	10/10/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.001	0.00	NM		3	\$1,800.00
<b>DR. PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$600.00 0.00															
E 9	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTWTF--	:30	2	\$900.001	0.00	NM		2	\$1,800.00
<b>FIRST NEWS 3 AT FOUR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 2 \$900.00 0.00															
E 10	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTWTF--	:30	2	\$900.001	0.00	NM		2	\$1,800.00
<b>NEWS 4 AT 430P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 2 \$900.00 0.00															
E 11	KSNV	10/04/12	10/10/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,800.001	0.00	NM		5	\$9,000.00
<b>EARLY NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 5 \$1,800.00 0.00															
E 12	KSNV	10/06/12	10/06/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00	
<b>JEOPARDY/WHEEL OF FORTUNE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 1 \$525.00 0.00															
E 13	KSNV	10/04/12	10/10/12		CM	630-730pm	MTWTF--	:30	5	\$1,700.001	0.00	NM		5	\$8,500.00

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<b>EARLY NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	----F--		1	\$1,800.00		0.00						
<b>E 26 KSNV 10/11/12 10/12/12 M-F Jeop/Wheel CM 630-730pm M-F Jeopardy/Wheel of Fortune</b>															1 \$1,700.00
<b>JEOPARDY/WHEEL OF FORTUNE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	----F--		1	\$1,700.00		0.00						
<b>E 27 KSNV 10/11/12 10/12/12 M-F News 3 at Eleven CM 11pm-1135pm M-F News 3 at Eleven</b>															1 \$1,400.00
<b>NEWS 3 NIGHTSIDE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	----TF---		1	\$1,400.00		0.00						
													Totals	57	\$85,700.00